WPTV

ORDER

Flight Dates **10/17/12-10/23/12**

Contract / Revision **314124** /

Original Date / Revision 10/08/12 10/08/12

Advertiser **West / Republican / Congres**

Agency **Strategic Media Services**

Buying Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Product **Allen West for Congress**

Agency Com 15%

Billing Contact

3299 K Street NW - Suite 200
Washington, DC 20007

Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00
Estimate # **Order # 1170 Angela**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority FX
Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share 40% Market Value 76187

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	60%	45712
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	38	$25,903.75	$30,475.00	0.00
Totals	38	$25,903.75	$30,475.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/23/12	38	$25,903.75	$30,475.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
E 1	WPTV	10/17/12	10/17/12	Wednesday Prime C Chicago Fire	CM	10-11p	--1----	:30	1	$2,500.00	FX	0.00 NM	1	$2,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	--1----	1	$2,500.00	0.00								
E 10	WPTV	10/17/12	10/23/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	$775.00	P-1	0.00 NM	5	$3,875.00
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	10/15/12	10/21/12	--111--	3	$775.00	0.00								
Week:	10/22/12	10/28/12	11-----	2	$775.00	0.00								
E 12	WPTV	10/17/12	10/23/12		CM	7-9a	11111--	:30	5	$950.00	P-1	0.00 NM	5	$4,750.00

WPTV

Contract / Revision **314124** Flight Dates **10/17/12-10/23/12** Hiatus Dates

Original Date / Revision 10/08/12 / 10/08/12 Order Sep 00:20:00

Advertiser **West / Republican / Congre** Product **Allen West for Congress** Estimate # **Order # 1170 Angela**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Totals Spots	Totals Amount
				M-F 7-9a										
				M-F 7-9a										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--111--	3	$950.00	0.00							
		Week: 10/22/12	10/28/12	11-----	2	$950.00	0.00							
E	16	WPTV	10/17/12	10/23/12	M-F 6-630p	CM	6-630p	-1--1--	:30	2	$1,800.00	FX	0.00 NM	2	$3,600.00
					M-F 6-630p										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	----1--	1	$1,800.00	0.00							
		Week: 10/22/12	10/28/12	-1-----	1	$1,800.00	0.00							
E	21	WPTV	10/20/12	10/21/12	Sa 8-10a	CM	8-10a	-----1-	:30	1	$725.00	P-1	0.00 NM	1	$725.00
					Sa 8-10a										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	-----1-	1	$725.00	0.00							
E	23	WPTV	10/20/12	10/21/12	Su 8-9a	CM	8-9a	------1	:30	1	$900.00	P-1	0.00 NM	1	$900.00
					Su 8-9a										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	------1	1	$900.00	0.00							
E	25	WPTV	10/17/12	10/23/12	M-F 9-10a	CM	9-10a	11111--	:30	5	$550.00	P-1	0.00 NM	5	$2,750.00
					M-F 9-10a										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--111--	3	$550.00	0.00							
		Week: 10/22/12	10/28/12	11-----	2	$550.00	0.00							
E	26	WPTV	10/17/12	10/23/12	M-F 1-2p	CM	1-2p	11111--	:30	5	$350.00	P-1	0.00 NM	5	$1,750.00
					M-F 1-2p										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--111--	3	$350.00	0.00							
		Week: 10/22/12	10/28/12	11-----	2	$350.00	0.00							
E	28	WPTV	10/17/12	10/23/12	M-F 4p-5p	CM	4-5p	11111--	:30	5	$600.00	P-1	0.00 NM	5	$3,000.00
					M-F 4p-5p										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--111--	3	$600.00	0.00							
		Week: 10/22/12	10/28/12	11-----	2	$600.00	0.00							
E	31	WPTV	10/17/12	10/23/12	M-F 730-8p	CM	730-8p	11111--	:30	5	$775.00	P-1	0.00 NM	5	$3,875.00
					M-F 730-8p										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	--111--	3	$775.00	0.00							
		Week: 10/22/12	10/28/12	11-----	2	$775.00	0.00							
E	32	WPTV	10/17/12	10/23/12	M-F 6-7a	CM	6-7a	11-----	:30	2	$1,200.00	FX	0.00 NM	2	$2,400.00
					M-F 6-7a										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	-------	0	$1,200.00	0.00							
		Week: 10/22/12	10/28/12	11-----	2	$1,200.00	0.00							
E	36	WPTV	10/17/12	10/19/12	M-F 11-12n	CM	11a-12p	---1---	:30	1	$350.00	P-1	0.00 NM	1	$350.00
					M-F 11-12n										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
		Week: 10/15/12	10/21/12	---1---	1	$350.00	0.00							
												Totals	38	$30,475.00